

PATENT
Attorney Docket No. 132.0005-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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DEC 07 2009

In re Application of:) Confirmation No.: 9772
Thomas P. Ivanyi)
Serial No.: 09/944,348) Group Art Unit: 2421
Filed: August 31, 2001) Examiner: John R. Schnurr
For: SYSTEM AND METHOD FOR)
MEASURING AND STORING)
INFORMATION PERTAINING TO)
TELEVISION VIEWER OR USER)
BEHAVIOR)

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

In reply to the Office Action dated July 6, 2009, the period for reply having been extended for two (2) months by a request for extension and fee payment filed concurrently herewith, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 4 of this paper.

12/08/2009 JVN61 00000020 501068 09944348
01 FC:1252 490.00 DA

Amendment 12-7-09